

2061037739

## SPECIAL GEAR OFFER

Designed with you in mind, the Marlboro Leather Daypack and Marlboro Braided Belt are the latest additions to the Marlboro Unlimited Gear collection. Both feature the quality, durability and workmanship millions of smokers have come to expect from our Gear.



**SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy

# MARLBORO UNLIMITED

### THE MARLBORO LEATHER DAYPACK

Strong enough to take what you need and small enough to wear all day. Made of full-grain, nappa leather for a rich, supple feel, this special bag features a zippered back for easy access, a fully-lined interior, an inside pocket, a full-width zippered outside pocket and a leather drawstring closure up top.

295 MILES

Lights: Kings Min. 10 mg "tar" 0.7 mg nicotine  
Kings Box & Soft & 100's 10 mg "tar" 0.8 mg nicotine—Medium: Kings Sols 11 mg "tar" 0.9 mg nicotine; Kings Box 12 mg "tar" 0.8 mg nicotine; 100's 13 mg "tar" 1.0 mg nicotine—Full Flavor: Min. Box 16 mg "tar" 1.0 mg nicotine; 100's Sols 15 mg "tar" 1.3 mg nicotine; Box & Soft & 100's Box & Men. Soft 18 mg "tar" 1.5 mg nicotine av. per cigarette by FTC method

### THE MARLBORO BRAIDED BELT

A classic design that goes with anything and looks right everywhere. Silver-tone buckle and tip. Top-grain leather with alligator embossed pattern; 1" wide, for comfort and good looks. The Braided Belt sizes are: S/M is 38" long for a maximum waist size of 37"; L/XL is 41" long for a maximum waist of 36". Specify size when ordering.

295 MILES



## HOW TO GET THE GEAR.

Collect Marlboro Unlimited Miles on specially marked Marlboro packs to get your Marlboro Leather Daypack or Marlboro Braided Belt. Each pack proof is worth 5 miles. For example, to get the Marlboro Braided Belt, you'd need 295 miles, which equals 59 pack proofs. (You can use up to 300 Marlboro Country Store Miles towards your Marlboro Unlimited Gear Order.)

WHEN YOU'VE COLLECTED ENOUGH MILES TO GET THE MARLBORO LEATHER DAYPACK OR MARLBORO BRAIDED BELT, COMPLETE THESE 4 STEPS.

Please follow these instructions or your order will be delayed.

- 1 Fill out all information on the order form below. All orders must be received by October 31, 1996. Limit 2 of each item per person.
- 2 Print any address changes clearly. You must include your signature and birth date for your order to be processed.
- 3 Prepare a check or money order payable to Marlboro Unlimited for shipping and handling. See chart to calculate the proper amount. DO NOT SEND CASH.
- 4 To order, complete the order form, include your Marlboro Unlimited Miles and a check or money order for shipping and handling. Send to: Marlboro Special Offer, JAF Station, P.O. Box 2587, New York, NY 10072-2587.

Your order may take 2-3 weeks to reach us. Gear will be shipped to you within 18-24 weeks of receiving your complete qualified order. Be sure to check with the post office to ensure you have the proper postage on your order envelope. Postage may vary. We recommend the use of a padded envelope for your gear order. Limited to smokers 21 years of age or older. Not responsible for lost, late, misdirected, mutilated or postage due mail. No photocopies accepted. Orders not transferable. Offer good only in U.S.A. Items may be shipped separately. Offer void to employees of Philip Morris and its advertising agencies. No group or organizational orders or requests will be honored. We reserve the right to substitute items of equal or greater value. If you have any questions about this special offer or your order, please call 1-800-MARLBORO (1-800-827-5287). No phone orders accepted.

### MARLBORO UNLIMITED SPECIAL GEAR ORDER FORM

9999999999999999  
Sample S. Samples  
123 Any Street  
Anytown, US 00000

\*2061037739\*

Use the lines below to print address corrections only.

Mr

Ms

Dr

Other

Address

City

State

Zip

Phone

Today's Date

Best Time To Call

Preferred Store

MARLBORO UNLIMITED GEAR	ITEM#	QTY X MILES	TOTAL MILES
THE MARLBORO LEATHER DAYPACK	129	295	
THE MARLBORO BRAIDED BELT S/M	113	295	
THE MARLBORO BRAIDED BELT L/XL	121	295	
<b>TOTAL MILES</b>			148214

SHIPPING & HANDLING CHART				
Total # of Miles	0 - 400	401 - 800	801 - 1,500	& Over
Shipping & Handling	\$1.00	\$1.50	\$2.00	\$2.50
Handling	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal	\$1.00	\$1.50	\$2.00	\$2.50

## 40¢ OFF 2 PACKS OF ANY STYLE MARLBORO

Consumer limit: one coupon per purchase. Not to be transferred, sold or reproduced. No cash back accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion is limited to the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus \$0 handling and postage printed onto and the consumer have completed with the terms herein. Void when submitted by unauthorized agent. Includes following purchases of sufficient value to cover all coupons must be shown upon request. Void where prohibited. Based on restricted cash value 1.00¢. Returns by mailing to: Philip Morris U.S.A., Dept. 4200, P.O. Box 2587, New York, NY 10072-2587.

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